

**Call for Participation and
Preliminary Agenda
CSER 2009 Fall Meeting
Sunday November 1, 2009
Hilton Suites Toronto/Markham Conference Centre**

The Consortium for Software Engineering Research (CSER) Fall 2009 Meeting will be held on Sunday, November 1, 2009 and will take place at the CASCON hotel - Hilton Suites Toronto/Markham Conference Centre at 8500 Warden Avenue in Markham.

CSER Toronto 2009 will feature one workshop and one keynote, project presentations, student posters and a reception. The title of the workshop is "Ten Trends and their Impact on Software Engineering" (see below). The keynote speaker is Dr. Hakan Erdogmus, Kalemun Research Inc., and Editor-in-Chief of the IEEE Software Magazine.

For hospitality planning purposes, would each CSER Principal Investigator let Anatol Kark (anatol.kark@nrc-cnrc.gc.ca) know by October 8, 2009 how many people from his or her group will be attending the meeting. The registration fee for CSER Fall 2009 Meeting is \$150 for CSER Principal Investigators and industrial participants and \$50 for students. The fee collection will be handled again by ETS in Montréal (see attached registration form). In the past we had some difficulties in collecting the fees. We would really appreciate an expedient and timely submission of forms and payments.

The reception will feature student poster presentations. Please sign up as soon as possible. We are also looking for contributions for the two project presentation. (see below). If you have any questions, please contact Anatol Kark (Anatol.Kark@nrc-cnrc.gc.ca), Hausi Müller (hausi@cs.uvic.ca) or Brian Down (brian.down@sun.com).

Below please find the preliminary agenda for the CSER Fall 2009 Meeting in Toronto. The announcement and agenda are also available on the CSER website. Updates will be posted there as details and the final program become available: http://www.cser.ca/Fall_2009.pdf.

We look forward to hearing from you regarding registration and student posters. If you have any questions, please do not hesitate to contact us.

We look forward to seeing you all in Toronto!

Brian Down, Anatol W. Kark and Hausi Müller

Attachments

- Preliminary agenda for the CSER Toronto 2009 Meeting
- Registration form

Agenda

Sunday, November 1, 2009

Location: Markham Hilton, Room – Willow III

8:00–9:30 am

- CSER Board Meeting
- Iris Boardroom

9:30–10:00 am

- Continental Breakfast

10:00–10:15 am

- **Opening Remarks**
Brian Down, Sun Microsystems
Hausi, Müller, University of Victoria
- **Report from the CSER Board**
Brian Down, Sun Microsystems, Chair CSER Board

10:15–11:15 am

- **Keynote Presentation - Where's Software Engineering Research Headed?**
Dr. Hakan Erdogmus, Editor-in-Chief IEEE Software
Kalemun Research, Inc.

Tom DeMarco recently published a controversial article titled “Software Engineering: An Idea Whose Time Has Come and Gone?” Dr. Erdogmus will build upon DeMarco’s writing to review and critique the current state of software engineering research, focusing on applied approaches and highlighting the main trends, divisions, and synergies. Almost all these trends simultaneously display a feeling of déjà vu and a false similarity to past fads and old ideas, opportunistically misused by both advocates and opponents. Trend dogma and rhetoric are pervasive, despite the fact that history shows such dogma and rhetoric rarely lead to more than incremental improvements in limited contexts. Perhaps the problem lies in hyped expectations. Such expectations are likely driven by the inability to obtain funding simply with good ideas. Dr. Erdogmus will advocate a more down-to-earth frame of mind in software engineering research.

Bio

Dr. Hakan Erdogmus a software engineering researcher and consultant based in Ottawa. Previously he was as a research officer in the Software Engineering Group of the Canadian National Research Council's Institute for Information Technology, where he worked from 1995 to 2009. His research focuses on software economics, software process, and agile software development. He has published and presented extensively on these topics. Hakan teaches graduate courses on software engineering economics at the University of Calgary, where he is an adjunct professor in the Department of Computer Science. He is the 2003 recipient of the Eugene L. Grant Award given by the Engineering Economy division of the American Society for Engineering Education. He co-edited two books, Value-Based Software Engineering and Advances in Software Engineering, both published by Springer. Hakan holds a BSc degree in Computer

Engineering from Bogazici University (Istanbul, 1986), an MSc degree in Computer Science from McGill University (Montreal, 1989) and a PhD in Telecommunications from INRS, Université du Québec (Montreal, 1994). Hakan is the Editor in Chief of IEEE Software.

11:15–12:15 am

Two Presentations (one more can be added here)

- Balancing functional and non-functional requirements implementation - A System Dynamic approach - E. Paikari, G. Ruhe, P. Ziegler (SAP BusinessObjects)
- WikiDev Project – Eleni Stroulia

12:15–1:15 pm

- Lunch

1:15–5:00 pm

- **Ten Trends and their Impact on Software Engineering
Co-Chairs**

Dr. Carrie Gates (Research Staff Member, CA Labs)

Dr. Kelly Lyons, University of Toronto

Dr. Gabby Silberman, CA Inc., Senior Vice President and Director, CA Labs

There are many economic, social and political trends impacting the software industry globally. To remain competitive, software companies need to be aware of these trends and continually evaluate their potential effects on the business, as well as how they may use these trends to improve their products and possibly gain competitive advantage. Software engineering researchers must also be aware of these trends and their relevance to their discipline's research, practice, and education. In this context, it is also important to identify ways for software engineering research to anticipate problems and contribute solutions to current and future issues.

This workshop will focus on the drivers that affect the software development industry globally, and how they provide new frameworks for technology trends, ranging from topics such as increasing miniaturization through social computing to a mobile workforce. In her opening address, Dr. Carrie Gates will identify a set of top 10 trends affecting the software industry as a whole. We will then continue the discussion in breakout sessions to gain further insight into how these trends may impact software engineering research, practice, and education.

A detailed agenda is:

- 60 minutes:
 - Top 10 Technology Trends , Dr. Carrie Gates (Research Staff Member, CA Labs)
 - Workshop participants select 3-4 trends to use as topics for the "breakouts"
 - Establish "rules" for breakouts
- 10 minutes: Break and split into breakouts
- 60 minutes: Breakout rotations (a unique method of ensuring all participants are able to address each of the selected trends for discussion and input)
- 20 minutes: Break and summary preparations
- 60 minutes: Reports from breakouts and discussion

3:15–3:45 pm

- Nutrition break

5:00 – 5:30 pm

CA Projects – Summary - Serge Mankovski, CA Labs.

5:30 – 5:45 pm

Closing remarks

6:00–8:00 pm

Student poster session with reception

Location: Markham Hilton, Room – Willow IV

- Student poster reception will be organized by Anatol Kark. **Important:** Please contact **Anatol** at Anatol.Kark@nrc-cnrc.gc.ca as soon as possible to sign up for your posters. List of registered posters is available at www.cser.ca/posters.html

CSER 2009 Fall Meeting Registration form

Instructions

Complete the following form, and fax, mail, or email it with your payment to:

CSER 2009 Fall Meeting

C/O Louise Leblanc

Department of Software and IT Engineering

École de Technologie Supérieure

1100, rue Notre-Dame Ouest

Montréal (Québec)

Canada, H3C 1K3

Fax: +1 514 396 8405

E-mail: louise.leblanc@etsmtl.ca

Payment must accompany all registration forms and must be made by check made to the order of École de technologie supérieure (preferred) or credit card.

Written confirmation of plenary registration will be e-mailed within two days of receiving your registration.

To facilitate meeting planning activities, it would be appreciated if the registration forms are sent no later than **October 8, 2009**.

Your details (please duplicate if making multiple registrations)

Name: (Family) _____ (Given) _____

Organization: _____

Mailing Address: _____

City: _____ State/Province: _____ Zip/Post: _____

Country: _____

Telephone: _____ Fax: _____

Email Address: _____

Names of Students:

1) _____

2) _____

3) _____

4) _____

5) _____

6) _____

7) _____

8) _____

Calculate fees

Note: All Fees are in Canadian Dollars.

	<i>Fee</i>	<i>Number of person</i>	<i>TOTAL</i>
<i>Meeting – Faculty, industry or Govt.</i>	<i>\$150</i>		<i>\$</i>
<i>Meeting – Students</i>	<i>\$50</i>		<i>\$</i>
<i>TOTAL</i>			<i>\$</i>

Make payment

By Included Check

By credit card:

__ Visa __ MasterCard

Card Number: _____

Expiration Date: Month _____ Year: _____

Cardholder Name: _____

Signature: _____

NOTE: The cancellation fee is 8% of the total amount.